

Press Release

28 February, 2014

Irish Life Corporate Business wins award for Best Innovation in Financial Services at Digital Media Awards

Irish Life Corporate Business took home the award for Best Innovation in Financial Services at the recent Samsung Digital Media Awards.

The Best Innovation in Financial Services Award aims to recognise a financial service that is not only forward thinking but also matches the needs and lives of customers who expect a digital experience. Judges were looking for creative delivery of financial solutions, business processes and educational resources. Announcing Irish Life as the winners Paul Cooke, CEO of the Sunday Business Post who sponsored the category, said, "*Pensions communications is a difficult challenge, but here it gets exemplary 360-degree digital treatment.*"

Commenting on the win, David Harney, Managing Director Irish Life Corporate Business said, "Innovation is something we are committed to and are passionate about. It drives our business plans. These awards drive us to continue to be more creative, more imaginative and more innovative."

About Irish Life Corporate Business

Irish Life Corporate Business is the biggest provider of employee benefit solutions in Ireland. With more than 595,000 plan holders (public and private sector, Nov 2013), spread over 6,000 group arrangements, for whom Irish Life administer pensions, life assurance and income protection (Feb 2014). Figures based on current Irish Life Corporate Business records.

Caption:

Photo left to right; Paul Cooke, CEO Sunday Business Post; Laura Taylor, Marketing Manager and Alan Kinsella, Executive Pensions - Irish Life Corporate Business.

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Irish Life Assurance plc is regulated by the Central Bank of Ireland.